

MANY USED CARS FOR MEXICO; PRICES OF TWO CARS ARE CUT

Big Mining Interests South of the Rio Grande Stock Up on Motor Trucks and Cars; Studebaker and Overland Have Announced Substantial Reductions; Increase of Tire Prices Now Freely Predicted.

ANOTHER week of good business in Mexico is reported on automobile line. This time it is the used car dealers who have been reaping the harvest and H. M. Hatcher reports sales reaching almost into five figures. Wolf Lendener has shipped a number of used cars across the border, while Lee Benham reports a number of inquiries.

Americans returning to Mexico are the biggest buyers. The National Mines and Smelting company, of the Pinal district, was the biggest individual purchaser. They took a six-ton American-La France truck with a four-ton trailer, two touring cars and other supplies from the El Paso Auto Sales company. Dealers in new cars who had taken used cars in trade also had their stocks of used cars cut down during the past week and a total of about 25 pleasure cars, besides several trucks, went across the river and down into Chihuahua state. Very few sales of new cars for Mexico have been reported lately. Persons requiring motor cars seem to prefer to buy used cars with used cars before requiring their new beauties across the border.

Two Companies Cut Prices.

Prominent in the happenings of the week were announcements by the El Paso Overland Auto company that the price of the "S" Overland had been reduced \$55, and one by the Elliott-Carroll company announcing a cut of \$40 in the price of the Studebaker "four" touring car.

Reports are also current that at least two well known cars are to increase their prices. In fact, an increase of \$100 in the price of a certain well known and popular car is expected to be announced within another ten days. The tire men all seem to be waiting for some one to raise the price of tires. The big factories all appear to be "playing back," and while increases are being forecasted, nothing has yet been announced. However, general increases in the prices of tires, averaging 25 percent, are expected this month. The price of crude rubber has risen tremendously in recent months.

Hailey Well Established.

The Hailey Auto company is now established in the old Auditorium garage and George Hailey states that from the time of his first announcement in The Herald, business has been excellent. The machine shop is now in operation and being kept busy while the storage space is almost all occupied.

Two long runs to Canutillo in one night were reported by the Quick Tire Service for Tuesday. One El Paso motorist ran into a broken bottle and drove the machine into a ditch, but the job was done so thoroughly that the tire was practically saved.

Hatcher Extends Business.

"The used car business is looking up," said H. M. Hatcher. "It was a bit quiet right after Christmas but is picking up again. We got in a few tires that went out of service at the first of the year, but not as many as one might imagine. A fine grade of used cars is now being offered, including cars of the more expensive models. As a rule, these are to move but with the opening of Mexico we will have a market for these models. We have now taken over this whole building, including the shop formerly occupied by Louis Teel, and will do all our overhauling."

"Business has been excellent," said C. T. Tryon, of the Tryon Motor Sales company. "We have been handicapped this week by carpenters working on our show rooms but have been able to show the Chevrolet models on the streets and three sales for three days of business isn't at all bad. The new '490' model has surely made a hit and I believe that our sales will be limited only by the number of cars we can get from the factory."

D. C. Wease, of Marfa, and J. H. Conway secured model "S" Overland touring cars from the El Paso Overland Auto company this week.

Saxon Factory Man Here.

C. L. McNulty, western factory representative of the Saxon, arrived in El Paso on Friday morning for a conference with the Saxon Motor Car company. When Ed O'Connell, who sells Saxons at Lake City, Iowa, came to visit his brother, C. O'Connell, in El Paso, he was "shocked" to discover that the El Paso was using a car not made by Saxon. Mr. O'Connell at once "took his brother in tow" and proceeded to talk so earnestly of the quality of the Saxon that the brother disposed of the other car and went down to the Saxon

Motor Car company for a new "six." And now there is peace in the family. Leo J. Trout, of the Franklin Motor Car company, spent the week in west Texas territory in the interest of the Franklin. He went from Marfa to Pecos on Friday.

Douglas Sales Pick Up.
"Peaceful conditions in Mexico are largely responsible for a wonderful increase in Overland sales at Douglas, besides giving other lines of business in that city a nice boost," said A. H. Elmore, general manager of the Oakland Auto Sales company, upon his return from a visit to the Arizona city.

The new Mitchell "eight" and a Mitchell roadster will make their appearance on the sales floor of the El Paso Auto Sales company Monday. The new "eight" is reported to have many new features and its arrival is creating considerable attention on gasoline row.

H. M. Gillespie, truck manager of the Southern Motor company, reports the sale of a three-quarter ton Republic truck to H. Norwood & company and says that the new Republic line is "catching on" with the business men. The Southern Motor company reports the delivery of a Haverly "light six" to J. W. Franklin.

Returns From California.
S. E. Sawyer has returned from a trip to San Francisco in his Apperson "Jackrabbit." He reports absolutely no motor trouble of any nature and had El Paso air in all four Goodyear tires on his return.

J. O. McCoy is to open an Arizona branch of the Apperson Sales company at Tucson in the near future. The Apperson is a very popular car in Arizona and the demand from that state has resulted in Mr. McCoy's decision to open a Tucson branch.

Deliveries of the new Studebaker model 17 were made in the city on Tuesday. J. A. Reames, Las Cruces, seven passenger "four," E. C. Wells, Deming, seven passenger "six," James Maccho, El Paso, seven passenger "four."

Cadillac Men in Town.
James E. Bayless, factory representative of the Cadillac, stationed at Los Angeles, was a visitor here Thursday and Friday. Mr. Bayless stated that in the latest car which he delivered here from Los Angeles there were no less than seven Cadillac owners, some of them having cars of the 1916 model, while others had the new 1915 cars.

"We have had a large number of inquiries about the new Buick," said J. L. Creel, of the Pioneer Motor company, "and have taken deposits on two cars already. The cars to be delivered next week. The new model is making good business."

Many Maxwells Arrive.
Receipts by the Buick Motor Car company this week totaled 24 Maxwells of roadster and touring models. The week has been the busiest in the history of this hustling concern. The following deliveries are reported: R. F. Bennett, Las Cruces, two touring cars; R. W. Well, touring car; E. V. Romney, El Paso, N. M., touring car; J. L. Greenwood, Columbus, touring car; M. Martinez, touring car; J. Menasales, touring car; J. Collins, touring car.

When Lieut. R. L. Collins left for duty at St. Louis he took with him his Maxwell touring car.

Talbot Reaches Honolulu.
Lieut. Ralph Talbot has written the Buick Motor company that he had arrived at Honolulu all right and had his Maxwell unloaded there for a short spin there before continuing on to the Philippines.

Miss Velma Carter has returned from Los Angeles and taken a position with the Buick Motor Car company. Deliveries this week by the Buick Motor company are reported as follows: E. S. Mayer, Baltimore, Dodge touring car; T. L. Bean, San Simon, Ariz., Chalmers "6-30" touring car; Shirley Seales, Alpine, Texas, Chalmers "6-30" touring car; Homan Sanitation, Dodge roadster; S. R. Baumgart, Dodge roadster; Mrs. J. R. Holland, Alpine, Dodge touring car; O. T. Word, Dodge touring car.

Perry Visits Territory.
E. G. Perry, president of the Lone Star Motor company, has returned from a successful business trip in west Texas territory, visiting his dealers at Alpine, Marfa and Sanderson.

Business in 1916 has started off much more briskly than last year, says Ben L. Clements, of the Borderland Auto Supply company, "and we expect an even more prosperous year for Lee tires and Monogram oils." Gasoline is selling cheaper in El Paso than in any other part of the Rio Grande valley. "It is some of the oil wells," says L. E. Lockwood, of the Rio Grande Oil company, "and the local motorists have no real ground for their lack of interest in the oil business. It doesn't come down before the contracts made by the El Paso distributors run out, then there may have to be an increase in price."

NEW NAME FOR A FLOWER

BY TAD

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LOW UPKEEP IS "SELLING HELP"

Medium Priced Cars Owe Huge Sales to Moderate Maintenance Costs.

New York, Jan. 8.—"It is intensely interesting to compare the questions of motor enthusiasts who are attending the show this season with the questions asked by visitors of former years," remarked John N. Willys, president of the Willys-Overland company, of Toledo, Ohio, after overhearing the remarks of several visitors to salesmen in the Overland booth at the Grand Central palace.

"As I stood there listening a moment ago, I could not help thinking of the tremendous changes which have taken place in the automobile industry in a comparatively short time, changes beneficial to both the general public and the motor car manufacturers."

"It has only been within the last year or so that the purchase of an automobile has been considered from the standpoint of a business investment."

"Big, heavy cars, costing up to the thousands of dollars, were all that would formerly interest people, even of moderate means, and as for those who could afford a high-priced car, they would no more think of driving anything else than walking."

"A striking evidence of the trend of the times is shown in two sales reported by Overland dealers within the last few weeks. In both cases, four cylinder Overlands were purchased by men to whom the price was a matter of little moment. One is a prominent United States senator, the other, president of one of the best known western railroads."

"But the manufacturer doing business on a large production scale has been the revolutionary influence in the automobile industry. He is the individual who has demonstrated that a motor car of pleasing appearance, possessing good riding qualities and which will give good service can be sold for a very moderate price when manufactured in large quantities."

"To my way of thinking, the feature which is really responsible for the success of the medium priced automobile is its low upkeep expense."

"The best way to attract a man's attention is to hit him in his pocket-book. Whether you reduce or increase the amount of money in it merely determines the kind of an expression on his face. The medium priced car puts money into the owner's pocket because of its low upkeep cost and this more than anything else, changed public opinion from its old habit of judging automobiles solely by the amount of the price tag."

UNITED STATES MOTORISTS WILL USE 15,000,000 TIRES IN 1916

Combined Daily Output of More Than 40 Factories Will Reach 50,000 Casings, Which Number Will Be Used in This Country Alone; There is Very Little New in Tire Fashions This Year.

OVER 15,000,000 pneumatic tires will be needed to care for the motor car business in America in 1916, says Motor Age. There are today in excess of 2,300,000 motor cars registered in the country. Add to this perhaps 700,000 cars that will be built by July 1, 1916. When you have added these cars to those already registered your total is 3,000,000 cars. Give five tires to each car and you get a total of 15,000,000 tires needed. Some cars will require more than five tires, but five is a conservative average.

To produce this number of tires there are today 49 tire factories that are manufacturing pneumatic tires. Some of these produce more than 10,000 tires a day, others build 7,500, others 10,000, others 250, some 100, some 50, and a few but 40 tires a day. While Akron is looked upon as the tire Mecca of America, a title it properly deserves, yet other tire centers are springing up in the state of New Jersey, occupying a mid position between such population centers as New York and Philadelphia, being a particularly active tire center, one which, while small in totals, is developing at a rapid rate.

50,000 Tires Daily.
To manufacture 15,000,000 tires in a year means to do this in 300 working days. Divide 15,000,000 by 300 and you get over 50,000; in other words, our tire factories for home consumption will have to produce approximately 50,000 tires a day to meet the demand. This will not take care of our export trade, which is developing, so that it will not be surprising if production may reach 60,000 a day.

Not for years, if ever in its history, has there been so much activity in the tire field. Expansion is in the air in the minds of every tire factory. New buildings have been going up all season and today the rush of construction is greater than ever. In Akron the big tire plants are being expanded to increase their output 50 percent; in other parts of the country some factories are increasing their capacity. The enormous output of cars during the past year has necessitated these additions as well as the increase in export trade output for 1915. This numerical growth is alone responsible for nearly all the tire factory development, but in addition comes the increase in export business. Several tire factories have been getting a share of war business in solid tires. During the year the export trade to South America has increased and the business to Australia, South Africa and Canada has taken a part of the output.

To care for these increased tire demands factory additions have been the program of the past year. The total increase in the number of cars in use from year to year creating corresponding increases in tire factories.

Few Changes in Tires.
The American tire industry is fortunately free from the annual model millstone that is clinging to the motor car business. Each autumn does not bring out any new announcements of the 1916 line of tire models. Write to the tire makers and you will find that they have made in their tires for next year, or visit their factories and go all through the stages of tire manufacture and you will find scarcely a trace of any such a will-of-the-wisp as an annual model. If the tire maker has a new, half-baked idea to meet the demand, if he has a new hard rubber case solid tire for trucks he makes his announcement when ready, and there is no labeling it an annual model or anything of the kind. It just goes down on the price list as one more type or size.

There are few changes made in pneumatic tires from year to year. The tire counter has been well worked out. There is very little of adding a new layer of fabric. The treads of tread and the general problems have been worked out for several years, consequently it is not surprising to get the reply: "There is little if anything new in our tires," as an answer to the question, "What is there new in your tires for 1916? What new models have you brought out? What are the improvements?"

Many Experiments Made.
Do not infer that the tire makers are idle far from it. They all have their corps of tire engineers. Instead of an engineering department at the tire factory, it is generally designated the "experimental department." Here the large tire makers have a corps of graduated engineers and the walls and tables are covered with blue prints, just as in a car factory. Draughtsmen are busy the year round. Consultations are going on every day and conferences on design and manufacture are a part of the regular program, too.

BOSS TO HAVE OWN BUILDING

Tire Concern Will Move to New Quarters Some Time in Coming Week.

The Boss Rubber company, a purely El Paso concern, is going to the front rapidly and manager S. Silverman announces that the company will move into the Boss Rubber building, at the corner of Texas and Kansas streets next week. The company has leased the entire building and has one of the finest and best lighted salesrooms in the city on the corner. This salesroom is to be nicely fitted up and Mr. Silverman predicts that it will be one of the best attractive places on gasoline row. The big basement is to be used for storage of Kelly-Springfield and O. & S. tires. The basement has an unusually high ceiling and is well lighted. It will permit the carrying of a huge

TWO BIG INCREASES IN 6 MONTHS

CHEVROLET Motor Co.

June 1st, had Six Million Capital; Aug. 1st, Twenty Million; December 28, 1915.

\$80,000,000 Capital

THERE IS A REASON. IT IS BECAUSE OF THE PHENOMENAL DEMAND for a popular priced car that it LIGHT-WEIGHT, comfortable in riding qualities, as powerful as the highest-priced motor, and as ECONOMICAL as the lowest-priced car and altogether pleasing in body lines and appearance. Such a car YOU may buy TO-DAY in the

\$635—Marvel Motor "490"
—\$635 f. o. b. El Paso

W. A. Durant, the Maker

Is the Wizard of Motor-World, organizer of General Motors Company, consisting of Cadillac, Oldsmobile, Buick, etc. Mr. Durant continues as large owner in General Motors Co., making "6's" and "8's", but is actively interested only in Chevrolet Co., making Fours.

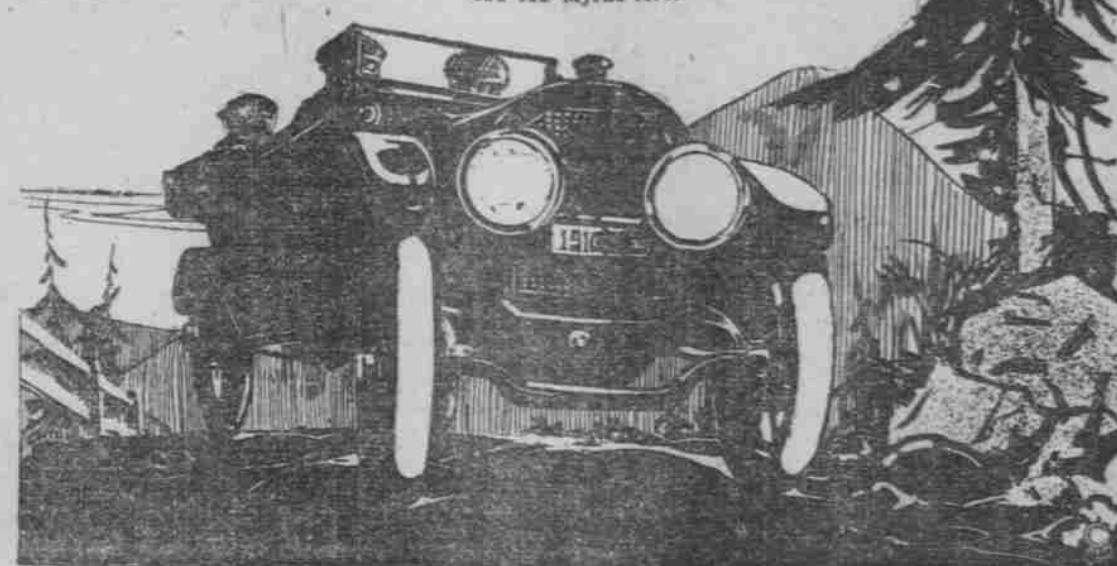
Mason, the Inventor

Of the "Overhead" Motor, obtains high speed without burning excessive fuel like many so-called high-speed engines—has improved the engine in Chevrolet cars—which has been used 7 straight years—by making it practically noiseless. The Chevrolet motor is the most powerful engine for its size that is made.

Tryon Motor Sales Co.

PHONE 7269.

411-413 Myrtle Ave.



The result of 23 years' successful experience in building motor cars

America's Greatest "Light Six" \$1490

See the 1916 Haynes Before You Buy Your Car

If you have in mind spending in the neighborhood of \$1600 for a car, find out how much more for your money you can get in the Haynes.

If you have been thinking of putting \$2000 or more into a car you will be satisfied with the Haynes, first in performance, second in comfort and lastly in appearance.

Placed alongside of the very highest priced cars, it does not suffer by comparison. And remember, it is made by a company that has had twenty three years experience, and is still furnishing repair parts for cars built as long as 1899.

See the Haynes, ride in it, test it out—and we will leave it to your own judgment if it is not the biggest buy in the "light six" field.

Two Models—Three Body Styles

Model 34—5-passenger Touring Car.....	\$1490
Model 34—3-passenger "So-Sha-Belle" Roadster.....	\$1590
Model 35—7-passenger Touring Car.....	\$1600

All prices f. o. b. El Paso.

Southern Motor Co.

PHONE 490.

355-357 MYRTLE AVE.

stock of tires and three carloads of new casings and tubes are now en route for the Boss company. The storage space in the basement will be 75 by 50 feet. All shipping will be done from the basement and a separate entrance has been arranged from Kansas street. The boiler for the repair and vulcanizing department are also in the basement, but the repair shop is on the main floor at the rear of the salesroom but completely shut off from that department. "We will open up with an entirely new stock," said Mr. Silverman, "and will close out the present establishment with a real sacrifice sale."

Buy of your neighbor, and he'll buy of you.

Phone

Hailey Auto Company whenever you have trouble with your car. We have a service car always on duty and our expert mechanics will put your car in shape in a jiffy. Remember to call

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It's easy to remember. Our plant is the most complete in the southwest. We specialize in auto repairs of all kinds—no job is too big and none too small. Only expert mechanics are employed and every job is personally supervised by George Hailey.

Hailey AUTO COMP'Y

(Formerly Auditorium Garage)

322 Mills Street